

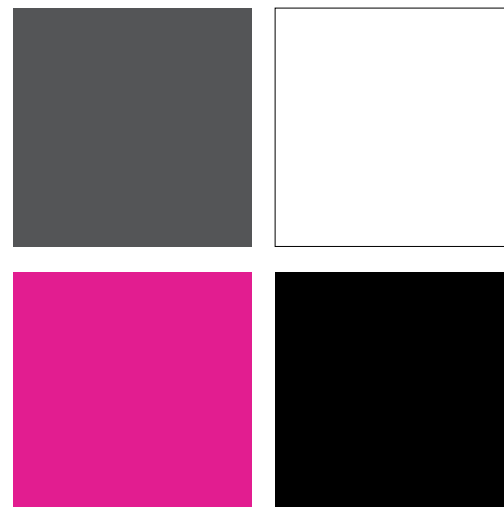
**donna bella hair®**

***HYBRID WEFT LAUNCH***

## DONNA BELLA PERSONA: ATTRIBUTES & MAJOR POINTS

- Confident, bold, and determined
- Passionate in the beauty industry
- Driven to make her mark on the world
- **Goals:** Empowers others to live their true selves while finding a sense of community where they feel loved, confident, welcomed, and understood in. The beauty industry can come off as snotty or fake, but at its core, beauty is all about inclusion in 2020. Donna Bella encourages those people to find their voice, confidence, and personal power.
- Act as a guide for those (retail and stylist) who want to feel bold and empowered to take their beauty goals into their own hands by offering resources, advice, and high-quality brand products.  
Inspired by pop culture movies and hits -- classics about girly girls who also have talents and goals that go beyond a superficial cover
- Act as a guide for stylists who are professionals to build the confidence within a professional stylist and empower their clients to exude the same confidence within their own practice
- Discovering your own beauty through empowering others, both professional and personal
- **Message or platform:** All women belong. Beauty is diverse. Inclusion and personal power
- **Not afraid to tell a “from the beginning” story** -- sharing the struggles of becoming the brand they are today.  
Empowering their audience to stick with their passion in the beauty industry to become their own entity

**BISON**  
**MONTSERRAT**



***THIRD RAIL***

INSPIRATION

*WEAR THEM YOUR WAY!*



BE YOURSELF!

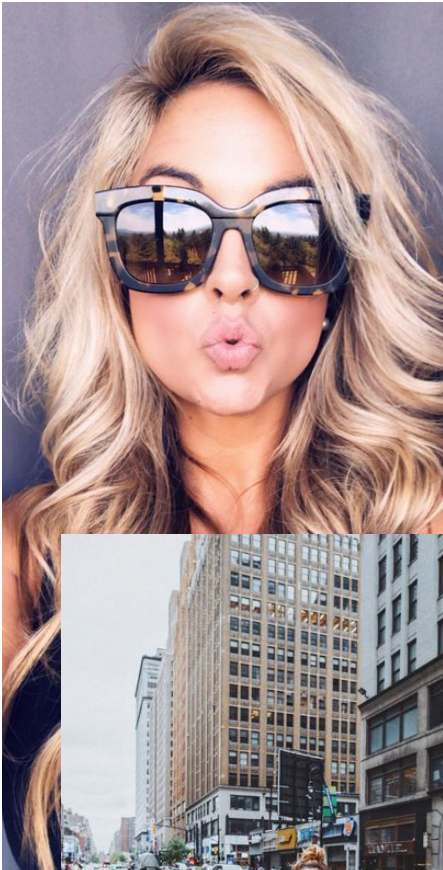


**SHOP  
HYBRID!**

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INSPIRATION



CREATIVE



ICONIC



BOLD!

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## HEADLINES & CTAs

**LET YOUR  
HAIR  
TAKE YOU  
THERE!**

WEAR THEM,  
**LOVE THEM,**  
OWN THEM!

*Want it, weft it!*

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### HEADLINES

Bold has never felt so natural  
Flawless hair? Yes, please!  
Get that VA-VA-VOLUME!  
Customizable Extensions. Unmatched Potential.  
Customizable Extensions. Unbelievable Results.  
Wear them your way!  
It's time to create a masterpiece!  
Let your style speak volumes!  
The right fit  
DB hybrid weft: the perfect fit  
DB hybrid weft: tailored just for you!  
DB hybrid weft: a force of nature  
Extensions tailored to you!  
A natural fit  
Bold never looked so natural  
Seize the day with every strand  
Luscious locks look natural of you!  
Seamless with a whole lot of fearless!  
A seamless kind of fierce!  
Look done-up all day!  
Custom fit for your best authentic self  
We customize so you can be yourself!  
Be yourself!  
Bold is in the details  
Iconic hair for you to shine through!  
Pave the way for a bold you!  
Walk the path to ultimate hair goals!  
Take each strand in strides to a bolder you!  
Define your iconic look with hybrid wefts.  
The pros and (I)cons!

### CTAs

Get creative!  
Be iconic!  
Want it, weft it!  
I want, I need!  
Go for Bold!  
Do what's natural!  
Take a strand!  
Go for it!  
Shop your iconic look!  
Hair please!  
Love your locks!  
Gimme! Gimme! Gimme!  
Shop your new natural!  
Shop hybrid!  
Tress to impress!  
Lock it in!  
Get the weft!  
Take what's yours!



## DONNA BELLA HYBRID WEFT LAUNCH PHOTOSHOOT

**Project Owner** - Tatiana Mikule

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**Location** - Downtown Salt Lake City, Daybreak, Station Park



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